

Examiner's Amendment

F.2  
8/29/07  
The specification has been amended to include  
the following abstract:

09/696,754

**ABSTRACT**

A computer-implemented networked commercial interaction management method distributes information bundles that include values for a plurality of content attribute descriptors and information fields characterizing commercial interactions. The content attribute descriptors include business language definition descriptors that specify the descriptive metadata of each of the information bundles, having at least one keyword having at least one value. The method monitors the distribution, response and manages the commercial interactions between networked users. Based on the keyword and the business language definition descriptors, the method derives traffic statistics based on the distribution and the response from the networked users via a statistics engine.